

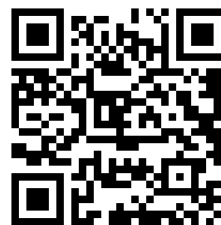


## Ford Power Promise™ Continues!

Since the launch of the Ford Power Promise™ in October 2024, customers in all 50 states are now filling up at home with their new Ford electric vehicle. Because of the positive customer response, effective July 8, 2025, Ford will continue the Ford Power Promise program with complimentary home charger and standard installation through September 30, 2025.

Ford Power Promise™ is a comprehensive, customer insights-led electric vehicle program providing convenience, peace of mind, and live advisors from day one of ownership. The current extension of the program underscores Ford's commitment to removing barriers some customers face when making the switch to an electric vehicle, which can help save time and money.

Retail customers who purchase or lease a new 2024/2025 Mustang Mach-E, 2025 F-150 Lightning, or 2024/2025 E-Transit Cargo Van from a participating Ford dealer in the U.S. will be eligible for the home charger and standard install offer.



Scan to learn more  
about the Ford  
Power Promise.™



## What Customers Are Saying

"This program is awesome... I wouldn't own an electric vehicle yet without the ability to charge at home. Sure, I could have had a home charger installed on my own but wouldn't know where to start or what questions to ask. To know that I don't have to think 'what's the gas price today?' and fill up in the Wisconsin cold is great. I can just unplug and go!"

Kallie, Wisconsin



## What is the Ford Power Promise™?

The Ford Promise	What It Includes	Why It's Important
<b>Home Charging</b> Ford makes it easy to fill up at home.	<b>Complimentary Home Charger and Standard Installation<sup>1</sup></b> Purchase or lease a Ford electric vehicle and you are eligible to receive a complimentary home charger and standard installation at your home.  <b>Home is Where the Charge Is</b> Ford is giving you the tools you need to fill up at home and start each day ready to go.	More than 85% of electric vehicle charging happens at home. <sup>2</sup>  Those considering an electric vehicle underestimate the savings on fuel and maintenance costs for an electric vehicle versus a comparable gas vehicle.
<b>On-the-Road Charging</b> Ford helps you fill up when you're not at home.	<b>BlueOval™ Charge Network<sup>3</sup></b> Ford makes charging on the road easy with access to the BlueOval™ Charge Network — the largest integrated public charging network in North America — now including access to over 20,000 designated Tesla Superchargers with the available Fast Charging Adapter (NACS).  <b>Easy Charger Routing<sup>4</sup></b> Ford helps you find public charging locations through available Connected Navigation, Apple EV Routing via Carplay® and GoogleMaps EV Routing via Android Auto™.  <b>Ford Pass App<sup>5</sup></b> Find and pay for charging along your route across Ford's BlueOval™ Charge Network, all through one account and one app — the FordPass® App.	Three items are top of mind when charging on the road: convenience, proximity, and cost.  Ford's BlueOval™ Charge Network provides efficient access to public chargers, Connected Navigation routing, and a single source of payment through the FordPass app to give customers peace-of-mind when on the road.
<b>Ongoing Support and Guidance</b> Ford has your back.	<b>24/7 Live Support<sup>6</sup></b> <ul style="list-style-type: none"> <li>• Text a dedicated Ford advisor for 24/7 electric vehicle support.</li> <li>• Ford Roadside Assistance<sup>7</sup> now offers proactive charging support<sup>6</sup> and towing, for peace of mind if you run out of charge.</li> </ul> <b>Online and Offline Guidance and Resources</b> <ul style="list-style-type: none"> <li>• Online tools at Ford.com make exploring, shopping, and buying through your dealer easy.</li> <li>• In-person advisors at Ford's extensive dealer network provide local support, along with convenient Mobile Service and Pickup &amp; Delivery at participating dealerships.</li> </ul>	The Ford advisor can help customers feel prepared for the EV lifestyle and complement Ford Dealers' EV onboarding support for owners post-delivery with critical EV topics.
<b>Battery Confidence</b> Ford supports the health of your battery.	<b>Battery Warranty</b> Ford's electric vehicles have an 8-year/100k mile high-voltage battery warranty. <sup>8</sup>	Increased customer confidence in Ford's electric vehicles.

<sup>1</sup>Must purchase or lease a new 2025 F-150 Lightning, Mustang Mach-E or E-Transit Cargo Van from a participating Ford dealer between 7/8/2025 and 9/30/2025 to be eligible to receive (a) one (1) complimentary home charge station with complimentary home installation (excludes permitting costs and fees, if applicable); or (b) \$500 bonus cash. Home charge station model and brand may vary based on availability. Offer not available to fleet or commercial customers. Complimentary home installation must be completed through Qmerit Electrification LLC. Installation exclusions apply. Must take retail delivery from an authorized Ford dealer's stock by 7/31/2025. No trade-in required. 2025 Mustang Mach-E inventory may be limited and may vary by location. See your Ford dealer for details, terms and the most current inventory status. <sup>2</sup>This IPSOS New Vehicle Customer Survey is based off data collected from customers who purchased a BEV during the timeframe of October 2022 through September 2023 and charge at home at least once a week. <sup>3</sup>Based on active charging stations in OCPI data from Ford's CMS partners, generated on 2/11/2025. Numbers subject to change. <sup>4</sup>Equipped vehicles require modem activation and a Connected Navigation plan. Package pricing, features, included plans, and term lengths vary by model. Evolving technology/cellular networks/vehicle capability may limit or prevent functionality. <sup>5</sup>FordPass® App, compatible with select smartphone platforms, is available via download. Message and data rates may apply. <sup>6</sup>Available only for Ford F-150 Lightning and Mustang Mach-E owners. Message and Data Rates May Apply. By texting, you agree to receive text messages. Text HELP for information. Text STOP to cancel. Privacy Policy at [www.ford.com/help/privacy/](http://www.ford.com/help/privacy/). Customer must agree to terms and opt-in to phone and text communications for 24/7 Live Support and proactive charging support. Not available on select holidays. See your Ford dealer for details. <sup>7</sup>Roadside Assistance is a complimentary offering to all Ford owners for up to 5 years or 60,000 miles (from the date of sale), whichever occurs first. <sup>8</sup>See your dealer and the Battery Electric Vehicle Warranty Guide for limited warranty details.